MARKETING INFORMATION SYSTEMS, INC.
100 Sylvan Avenue
Englewood Cliffs, New Jersey 07632
(800)631-1623/201-947-6900

NAME TEST

QUOTA CONTROL SHEET

(SUPERVISOR)

JOB #83-38-81

November, 1981

MARKET: _____

YOUR TOTAL QUOTA FOR THIS STUDY IS _____ COMPLETED INTERVIEWS BROKEN DOWN AS FOLLOWS:

QUOTA GROUP	LOW TAR SMOKERS*								FULL FLAVOR SMOKERS**							
CODE LETTERS	LK, LH, UK, UH								FK, FH							
SEX	MALE				FEMALE				MALE				FEMALE			
AGE GROUP	18 - 34				35+				18 - 34				35+			
TO COMPLETE PER SEX/AGE																
COLOR QUESTIONNAIRES	PINK	BLUE	GREEN	YELLOW	PINK	BLUE	GREEN	YELLOW	PINK	BLUE	GREEN	YELLOW	PINK	BLUE	GREEN	YELLOW	PINK	BLUE	GREEN	YELLOW	PINK	BLUE	GREEN	YELLOW	PINK	BLUE	GREEN	YELLOW
# TO COMPLETE PER SEX/AGE/ COLOR																												

* LOW TAR SMOKERS: RESPONDENTS WHOSE "REGULAR" OR "MOST OFTEN" BRAND OF CIGARETTES (Q.4) IS CODED ON THE BRAND LIST WITH LETTERS LK, LH/UK, UH.

** FULL FLAVOR SMOKERS: RESPONDENTS WHOSE "REGULAR" OR "MOST OFTEN" BRAND OF CIGARETTES (Q.4) IS CODED ON THE BRAND LIST WITH LETTERS FK,FH.

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Source: https://www.industrydocuments.ucsf.edu/docs/pnpj0004